

The idea of the K mart is to quicken the pace, and also deepen, the process by which individual customers become aware of K mart value factors and K mart customer advantages.

* A great number of K mart customers have never had occasion to ask for a K mart refund but they have had unpleasant experiences at other stores in the past. All such customers will be reassured by articles and news items in the K mart spelling out K mart's policy of easy, cheerful refunds. Customers who have received K mart refunds will be reminded of this important advantage in shopping K mart.

* In every department there are items of merchandise that have such features as longer, stronger fibers, heavier plating, stronger threads, tougher metals, better workmanship and other hidden values that may not be apparent until long after the merchandise has been